

EXPEDITED
MONTGOMERY COUNTY HISTORIC PRESERVATION COMMISSION
STAFF REPORT

Address:	3716 Howard Avenue, Kensington	Meeting Date:	12/1/2021
Resource:	Primary Resource (Kensington Historic District)	Report Date:	11/24/2021
Applicant:	Prevention of Blindness Society of Metropolitan Washington (Nick Farano, Agent)	Public Notice:	11/17/2021
Review:	HAWP	Tax Credit:	No
Permit Number:	973483	Staff:	Michael Kyne
PROPOSAL:	New signage		

STAFF RECOMMENDATION:

- Approve
- Approve with conditions

ARCHITECTURAL DESCRIPTION:

SIGNIFICANCE: Primary Resource within the Kensington Historic District
DATE: 1923

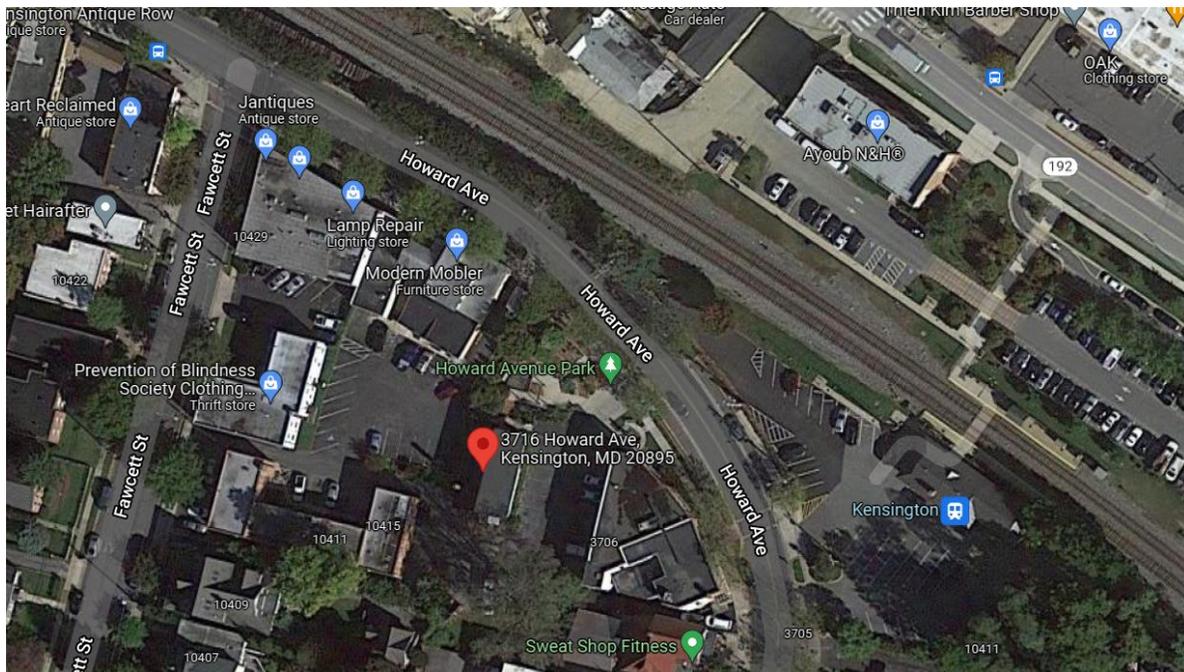


Fig. 1: Subject property.

PROPOSAL:

The applicant proposes the following work items at the subject property:

- Remove the existing red channel letter signage from the front of the building.
- Install new two-piece signage on the front of the building.
 - Proposed new signage to be constructed from Aluminum Composite Material (ACM) with printed vinyl graphics applied.

APPLICABLE GUIDELINES:

IV. The Expedited Staff Report format may be used on the following type of cases:

2. Modifications to a property, which do not significantly alter its visual character.
6. Signs that are in conformance with all other County sign regulations.

Montgomery County Code; Chapter 24A-8

- (b) The commission shall instruct the director to issue a permit, or issue a permit subject to such conditions as are found to be necessary to ensure conformity with the purposes and requirements of this chapter, if it finds that:
 - (1) The proposal will not substantially alter the exterior features of an historic site or historic resource within an historic district; or
 - (2) The proposal is compatible in character and nature with the historical, archeological, architectural or cultural features of the historic site or the historic district in which an historic resource is located and would not be detrimental thereto or to the achievement of the purposes of this chapter; or
 - (3) The proposal would enhance or aid in the protection, preservation and public or private utilization of the historic site or historic resource located within an historic district in a manner compatible with the historical, archeological, architectural or cultural value of the historic site or historic district in which an historic resource is located; or
 - (4) The proposal is necessary in order that unsafe conditions or health hazards be remedied; or
 - (5) The proposal is necessary in order that the owner of the subject property not be deprived of reasonable use of the property or suffer undue hardship; or
 - (6) In balancing the interests of the public in preserving the historic site or historic resource located within an historic district, with the interests of the public from the use and benefit of the alternative proposal, the general public welfare is better served by granting the permit.
- (c) It is not the intent of this chapter to limit new construction, alteration or repairs to any 1 period or architectural style.
- (d) In the case of an application for work on an historic resource located within an historic district, the commission shall be lenient in its judgment of plans for structures of little historical or design significance or for plans involving new construction, unless such plans would seriously impair the historic or architectural value of surrounding historic resources or would impair the character of the historic district. (*Ord. No. 9-4, § 1; Ord. No. 11-59.*)

Secretary of Interior's Standards for Rehabilitation

The Secretary of the Interior defines rehabilitation as “the act or process of making possible a compatible use for a property through repair, alterations, and additions while preserving those portions or features, which convey its historical, cultural, or architectural values.” The *Standards* are as follows:

2. The historic character of a property shall be retained and preserved. The removal of historic materials or alteration of features and spaces that characterize a property shall be avoided.

9. New additions, exterior alterations, or related new construction will not destroy historic materials, features, and spatial relationships that characterize the property. The new work shall be differentiated from the old and will be compatible with the historic materials, features, size, scale and proportion, and massing to protect the integrity of the property and its environment.

STAFF RECOMMENDATION:

Staff recommends that the Commission **approve** the HAWP application under the Criteria for Issuance in Chapter 24A-8(b) (1), (2), and (d), having found that the proposal will not substantially alter the exterior features of the historic resource and is compatible with the purposes of Chapter 24A;

and with the *Secretary of the Interior's Standards for Rehabilitation #2 and #9*;

and with the general condition that the applicant shall present an electronic set of drawings, if applicable, to Historic Preservation Commission (HPC) staff for review and stamping prior to submission for the Montgomery County Department of Permitting Services (DPS) building permits;

and with the general condition that final project design details, not specifically delineated by the Commission, shall be approved by HPC staff or brought back to the Commission as a revised HAWP application at staff's discretion;

and with the general condition that the applicant shall notify the Historic Preservation Staff if they propose to make any alterations to the approved plans. Once the work is completed the applicant will contact the staff person assigned to this application at 301-563-3400 or michael.kyne@montgomeryplanning.org to schedule a follow-up site visit.



**APPLICATION FOR
HISTORIC AREA WORK PERMIT**
HISTORIC PRESERVATION COMMISSION
301.563.3400

FOR STAFF ONLY:
HAWP# 973483
DATE ASSIGNED _____

APPLICANT:

Name: Prevention of Blindness Society of
Metropolitan Washington

E-mail: nfarano@youreyes.org

Address: 3716 Howard Avenue

City: Kensington Zip: 20895

Daytime Phone: 301-942-4707

Tax Account No.: F01889385

AGENT/CONTACT (if applicable):

Name: Nick Farano

E-mail: nfarano@youreyes.org

Address: 415 2nd Street NE, Suite 200

City: Washington, DC Zip: 20002

Daytime Phone: 516-543-1413

Contractor Registration No.: N/A (Owner)

LOCATION OF BUILDING/PREMISE: MIHP # of Historic Property 31/06

Is the Property Located within an Historic District? Yes/District Name Kensington
 No/Individual Site Name _____

Is there an Historic Preservation/Land Trust/Environmental Easement on the Property? If YES, include a map of the easement, and documentation from the Easement Holder supporting this application.

Are other Planning and/or Hearing Examiner Approvals /Reviews Required as part of this Application? (Conditional Use, Variance, Record Plat, etc.?) If YES, include information on these reviews as supplemental information.

Building Number: 3716 Street: Howard Avenue

Town/City: Kensington Nearest Cross Street: Fawcett Street

Lot: 2 Block: 2 Subdivision: 0015 Parcel: 0000

TYPE OF WORK PROPOSED: See the checklist on Page 4 to verify that all supporting items for proposed work are submitted with this application. Incomplete Applications will not be accepted for review. Check all that apply:

- | | | |
|---|--|--|
| <input type="checkbox"/> New Construction | <input type="checkbox"/> Deck/Porch | <input type="checkbox"/> Shed/Garage/Accessory Structure |
| <input type="checkbox"/> Addition | <input type="checkbox"/> Fence | <input type="checkbox"/> Solar |
| <input type="checkbox"/> Demolition | <input type="checkbox"/> Hardscape/Landscape | <input type="checkbox"/> Tree removal/planting |
| <input type="checkbox"/> Grading/Excavation | <input type="checkbox"/> Roof | <input type="checkbox"/> Window/Door |
| | | <input checked="" type="checkbox"/> Other: <u>Sign</u> |

I hereby certify that I have the authority to make the foregoing application, that the application is correct and accurate and that the construction will comply with plans reviewed and approved by all necessary agencies and hereby acknowledge and accept this to be a condition for the issuance of this permit.

Nick Farano

November 8, 2021

Signature of owner or authorized agent

Date

HAWP APPLICATION: MAILING ADDRESSES FOR NOTIFYING
[Owner, Owner's Agent, Adjacent and Confronting Property Owners]

Owner's mailing address Prevention of Blindness Society of Metropolitan Washington 415 2nd Street NE #200 Washington, DC 20002	Owner's Agent's mailing address
Adjacent and confronting Property Owners mailing addresses	
M&T Bank 10420 Montgomery Avenue Kensington, MD 20895	Modern Mobler 3730 Howard Avenue Kensington, MD 20895
3706 Howard Avenue Kensington, MD 20895	10410 Montgomery Avenue Kensington, MD 20895
10409 Fawcett Street Kensington MD 20895	10411 Fawcett Street Kensington, MD 20895

Description of Property: Please describe the building and surrounding environment. Include information on significant structures, landscape features, or other significant features of the property:

3716 Howard Avenue, Kensington, MD
Prevention of Blindness Society of Metropolitan Washington Look Again Resale Shop
seller of used, donated goods for charitable purposes

The Town of Kensington maintains Howard Avenue Park (3725 Howard Avenue), located directly in front of the property. This includes significant landscaping and a small structure.

Description of Work Proposed: Please give an overview of the work to be undertaken:

Replace existing primary business signage with updated signage

Including:

- Remove "Prevention of Blindness Society Shop" (red channel letters that currently serve as primary signage)
- Replace the above signage with one sign, cut into two pieces for flush installation (see image).
 - Top: 192 x 20 inches
 - Bottom: 192 x 7 inches

Line 1: Look Again Resale Shop

Line 2: benefiting the Prevention of Blindness Society of Metropolitan Washington

Materials:

Avery MPI 1105 w/ Avery DOZ 1360z
ACM - 3 mm White 2S 4'x8'

Materials will be affixed flush and directly to the exterior of the building. Decorative matching color stickers will be used to conceal the mounting hardware.

Removal and installation will be performed by Creative Edge Signs and Graphics (license #16079612) from Gaithersburg, MD. Fabrication will also be completed by Creative Edge.

Work Item 1: Replace existing primary business signage with updated signage

<p>Description of Current Condition:</p> <p>Red Channel Letters reading: PREVENTION OF BLINDNESS SHOP</p> <p>Install date unknown.</p> <p>Signage in poor condition due to age and natural elements</p>	<p>Proposed Work:</p> <p>One sign, cut into two pieces horizontally</p> <p>Top: 192 x 20 inches Bottom: 192 x 7 inches</p> <p>Line 1: Look Again Resale Shop Line 2: benefiting the Prevention of Blindness Society of Metropolitan Washington</p>
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Work Item 2: N/A

<p>Description of Current Condition:</p>	<p>Proposed Work:</p>
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Work Item 3: N/A

<p>Description of Current Condition:</p>	<p>Proposed Work:</p>
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**HISTORIC AREA WORK PERMIT
CHECKLIST OF
APPLICATION REQUIREMENTS**

	Required Attachments						
Proposed Work	I. Written Description	2. Site Plan	3. Plans/ Elevations	4. Material Specifications	5. Photographs	6. Tree Survey	7. Property Owner Addresses
New Construction	*	*	*	*	*	*	*
Additions/ Alterations	*	*	*	*	*	*	*
Demolition	*	*	*		*		*
Deck/Porch	*	*	*	*	*	*	*
Fence/Wall	*	*	*	*	*	*	*
Driveway/ Parking Area	*	*		*	*	*	*
Grading/Excavation/ Landscaping	*	*		*	*	*	*
Tree Removal	*	*		*	*	*	*
Siding/ Roof Changes	*	*	*	*	*		*
Window/ Door Changes	*	*	*	*	*		*
Masonry Repair/ Repoint	*	*	*	*	*		*
Signs	*	*	*	*	*		*

Montgomery County Historic Area Work Permit Application

#973483

Property Address: **3716 Howard Avenue, Kensington, MD 20895**

Requested Attachments

Written Description:

Remove:

“PREVENTION OF BLINDNESS SOCIETY SHOP”

(Red channel letters, approximately 7 inches in height, original installation date unknown, material construction unknown)

Replace with/Add one sign (cut into two horizontal sections to ensure flush installation).

Top Portion: 192 inches wide x 20 inches high

Bottom Portion: 192 inches wide x 7 inches high

Line 1: Look Again Resale Shop

Line 2: benefiting the Prevention of Blindness Society of Metropolitan Washington

(Mockup images in plans section below)

Montgomery County Historic Area Work Permit Application

#973483

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Requested Attachments

Site Plan:

Fabrication, removal of previous signage, and installation of new signage will be completed by Creative Edge Signs & Graphics (license #16079612) of Gaithersburg, MD. Work will be completed on a day of the week that the business is closed. Materials will be affixed flush and directly to the exterior of the building. Decorative matching color stickers will be used to conceal the mounting hardware.

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Requested Attachments

Plans:

The logo for "Look Again Resale Shop" is displayed within a light purple rectangular border. The word "Look" is in a dark blue, sans-serif font, with the two 'o's stylized as eyes with eyelashes. "Again" is in a smaller, dark blue, sans-serif font with a registered trademark symbol. "Resale Shop" is in a larger, dark blue, sans-serif font.

192 inches wide x 20 inches tall

A horizontal banner with a light purple background and a dark purple border. The text inside is in a dark purple, cursive font: "benefiting the Prevention of Blindness Society of Metropolitan Washington".

192 inches wide x 7 inches tall

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Computer-Generated Mockup:



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Requested Attachments

Material Specifications:

Avery MPI 1105 w/ Avery DOZ 1360z

ACM - 3 mm White 2S 4'x8

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Photographs:

Current Conditions:



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Requested Attachments

Property Owner Address:

Prevention of Blindness Society of Metropolitan Washington
415 2nd Street NE, Suite 200
Washington, DC 20002